

# INTERCOLLEGIATE BROADCASTING SYSTEM

507 FIFTH AVE.  
NEW YORK, N. Y.

September 28, 1942

Mr. Addison Taylor  
Station WPRU  
Princeton University  
Princeton, New Jersey

Dear Doc:

Just a note to let you know that the local dealers have been supplied with many extra copies of the Reader's Digest in anticipation of the results of the campaign.

Our suggestion is MAKE THEM RUN OUT OF COPIES!

B.B.D. & O. has so many other accounts which could logically use the college radio market that this test represents a really big opportunity to prove what we can do, with a very great deal at stake.

I know you'll do a swell job.

Sincerely yours,

*Louis M. Bloch Jr.*  
Louis M. Bloch, Jr.

LMB:nrf